

**Edina Art Center Board Meeting  
May 27, 2010  
4:30 p.m. at EAC**

**Edina Art Center Mission Statement**

The Edina Art Center mission is to provide facilities, programs and services that meet and reflect the needs of our residents and neighbors for participation, education and enjoyment in the Arts with emphasis on fine arts.

Members present: Hafed Bouassida, Steve Carlson, Bill McCabe, Heather Randall King, Renee Usem and Jini Washburn

Members absent: Rick Fesler, Megan Norman, Sharanya Srinivasan, John Swon

Staff present: Diana Hedges, Phil Johnson and John Keprios

Guests: Linda Kieffer and Lois Ring

**CALL TO ORDER:** Heather Randall King, Chairperson, called the meeting to order at 4:30 pm.

**APPROVAL OF APRIL MINUTES**

The minutes for the April 22, 2010 meeting were read and approved.

**EDINA PUBLIC ART COMMITTEE (EPAC) Linda Kieffer (Guest presenter and EPAC Chair)**

Board Chair, Heather King, introduced Linda Kieffer. Linda was invited to attend this Board meeting to give some background concerning the formation and early history of the Edina Public Art Committee (EPAC). Linda brought to the Board a document (Attachment A) written by members of EPAC which defines the relationship between the Edina Art Center Board (EAC) and EPAC. This document is intended to promote a discussion that will improve communication and coordination of effort between these two entities devoted to arts in Edina. Following Linda's presentation, several issues were discussed. Renee Usem mentioned the overlap in fundraising. This has resulted in a limited pool of potential donors and granting organizations being contacted by EPAC and by Board members for their specific program and project requests. To those organizations and individuals, it must seem that the right hand is not talking to the left. Following a wide-ranging discussion, Heather King summarized that both organizations agree strategy is needed to coordinate identification of potential funding sources, communications and timing. One element of that strategy would be formation of a Ways and Means Committee made up of Board members and EPAC members. That Committee would decide how much money was needed each year and what strategies should be utilized. Hopefully this would enable contacting potential donors with a list of a few defined areas of need. They, in turn, could respond to the area(s) that touched their hearts. Jini Washburn endorsed this approach because it would allow granting organizations to understand the needs and priorities. Hafed Bouassida expressed his feeling that the two organizations had been "competing with each other" and that "EPAC had been totally independent and going its own way."

Heather King asked John Keprios to restate the relationship between EAC and EPAC according to City Code. John clarified that the EAC Board is “a creature of the Edina City Council and the Edina Public Art Committee is a creature of the Edina Art Center Board. The City Council intends EPAC to be an ongoing committee, not a short-term task force. The membership of EPAC is not subject to term limits although it can set them for its members if desired. The City Code specifies EAC will “Initiate and oversee fundraising activities that benefit EAC and public art in Edina.” This indicates it is pretty much up to the Art Center Board to decide what this means and how it is to be done. There has been some misunderstanding about this and expectations have been unclear. Steve Carlson commented that the issues might be broader than just funding. He asked how the decisions were made as to what programs and projects were pursued and how budgets were established for those projects. Linda Kieffer responded that some of this lack of clarity may be rooted in the way EPAC started. She used the analogy of building an airplane while flying it. The initial effort to obtain and fund art for the new City Hall and for Grandview Square progressed very rapidly with The Edina Community Foundation becoming the main fund raiser. There was not a line item in a City budget and EPAC’s fund raising was quite separate from anything at EAC. Even though both organizations are under the same umbrella, they do have separate missions. EAC is focused on what is going on in the Art Center, (classes, community events, etc.). EPAC deals with art on City property. Steve Carlson asked if a “percent for art approach had been considered by the City. Linda replied that she had been researching this topic and she would love to get such a program going in Edina. Jini Washburn clarified that the City did provide \$25,000 as seed money and did approve an additional \$10,000 two years ago at the request of EPAC. Currently, there is no additional money available from the City due to tight budgets. Linda added that one major donor, the Hedberg family, gave \$80,000 for the Pinecone sculpture on the Promenade. In total, the community has donated approximately \$130,000 to public art since the inception of EPAC. Renee Usem restated the need for a coordinated approach and the helpful role of a Ways and Means Committee. Diana Hedges asked if EPAC has the financial information and how can Board members get it. Linda will provide that information to the Board. Heather King mentioned that a report had been issued by EPAC without Board knowledge or approval. Linda responded that since the letter was sent from the Edina Community Foundation, most of the EPAC members felt that EAC approval was not necessary. Diana Hedges noted that approval is required in the statute. Linda responded that “oversee” as stated in the City code can mean a lot of things and during the first six years of EPAC existence, committee members had not understood this level of approval was necessary. Hafeed Bouassida stated that he disagreed with several parts of the document on proposed relationship and that a committee of the Board should not be operating independently and having separate budgets. Linda replied that in her years on EAC Board, during which she served as liaison to the newly-formed EPAC, concerns for closer oversight, greater control and involvement was never expressed at Board meetings. She understands that some Board members might want to re-examine the relationship between the Board and EPAC and she wants to participate in that effort. Heather King commented that the three-way interactions between the EAC, EPAC and City Council can be complicated.

Renee Usem commented that presently no one on the Board, EPAC or the Foundation knows how much overlap or duplication is going on in fundraising. Lois Ring added that some EPAC members have occasionally contacted organizations, such as Target Corporation, on their own. Heather King asked how Dick Crockett, with the Edina Community Foundation, feels about that type of independent activity. Lois Ring replied that it is usually discussed at EPAC meetings, often after the fact, in order to keep members

informed. Dick Crockett had encouraged one EPAC member to accompany him to contact a potential donor. Linda Kieffer repeated her recommendation that one or more EPAC members be appointed to the proposed Ways and Means Committee. There was general agreement from the EAC Board members present. Jini Washburn asked if EAC receives money from The Edina Community Foundation. Diana Hedges replied that the Foundation has not done fundraising specifically for EAC although The Foundation does accept and disburse funds that are donated to EAC. One example of that is the Peggy Kelly Family Fund which is focused on projects benefitting EAC. Jini Washburn stated that her reading of the proposal that EAC would hold a fundraiser each year, splitting the proceeds with EPAC but that EPAC has a separate funder. Bill McCabe restated the desirability of having an agreed-upon list to so fundraising could be coordinated when desired or separate fundraising efforts could be mounted when appropriate. Diana Hedges stated that the proposed joint fundraiser to be done once a year would be good for our souls and our pocket books. It would get us back together as a committee and a Board and would improve morale for both groups. Linda Kieffer suggested the next step was for the Board to discuss the proposed relationship document and to accept or make changes. John Keprios mentioned he is considering inclusion of a request for \$10,000 as part of his 2011 budget proposal to the City. In the present environment, it may not be approved. Linda Kieffer suggested "it never hurts to ask." John restated that money will continue to be very tight and, beyond the bare necessities, most likely any money needed will have to be raised through fundraising. Steve Carlson brought back the issue of the City of Edina enacting a percentage approach to funding public art in Edina. Diana Hedges clarified that this had been considered in 2003/2004 when the new City Hall was being planned. At that time, it was made clear that this approach was not viewed favorably by the City government. John Keprios added that it would not hurt if EAC Board were to write a letter to the City Council and tell them its wishes. Jini Washburn asked if a percentage were to be approved, would all of the money go to EPAC? Linda Kieffer expressed the opinion that such a dedicated fund would go to public art exclusively. Diana Hedges referred to the bicycle mosaics for the York Avenue Bridge as an example of a cooperative project. Linda agreed that this and other similar projects do involve both groups. Heather King summarized that everyone agrees that we need to improve communication. If we increase understanding by having more detailed reports from the liaison and joint membership on the ways and means committee, many problems can be avoided. She summarized that the Board would like to have an EPAC financial statement covering monies received and disbursed, and have EPAC appoint representatives to the Ways and Means Committee. Diana Hedges raised the issue of who is responsible for the art pieces purchased and installed in public places. Who is responsible for any damage or cleaning? Another issue is that no public art should be installed without having contracts signed by the artists involved. Without those signed contracts, the city has nothing to protect against claims or lawsuits. If the art work were to be damaged or stolen, the city could be liable for thousands of dollars. Diana understands that there some pieces currently installed that have not been covered by signed contracts. Efforts are underway to correct this situation but it is vital that contracts be secured in all future cases. Steve Carlson asked why the city doesn't just maintain those works that are purchased or donated. Linda Kieffer read from a policy document as follows: "Public works of art shall be maintained and preserved by the City in the best possible condition via regular inspection and cleaning. Repair may be necessary if the work is to be returned to its original condition and integrity in the event of neglect, aging or damage." Hated Bouassida asked what document Linda was reading from. Linda replied it was an EPAC policy document. Hated asked if the policy had been approved by the City Council. John Keprios clarified that the City does have responsibility for the art works on City property but exactly which City organizations are

responsible has not been defined. It has been a “learn as we go” proposition. Heather King asked Linda Kieffer to obtain a letter defining who is responsible to inspect, maintain and repair public art. Hafed Bouassida asked if it is known which art works are owned and which are on loan. Linda replied that it is known. Hafed asked who is responsible for the loaned works. Linda replied that, by contract, the artist is responsible for the loaned works. Diana Hedges asked how many art works are installed sans signed contracts. Linda replied she was not aware of any not covered by contracts. Diana said she understood that there were several. Linda replied that she would ask Dick Crockett about that. John Keprios stated that he had talked to Dick Crockett and that he was aware of several instances where contracts had not been signed and that Dick was working diligently to get that done. Linda stated that this should certainly be a policy. Heather King suggested that Dick Crockett might be invited to a Board meeting. John Keprios said that he would follow-up on the contract matter. It was a bad timing thing and it shouldn't happen again.

### **PRIVACY POLICY**

A discussion had been planned. Board member Bill McCabe had recently undergone surgery and had to leave. This reduced the member attendance to five which did not constitute a quorum. Since no action could be taken, the discussion of EAC's privacy policy was tabled until the June meeting. Heather King asked Diana Hedges to write to Gwen Kline notifying her that this discussion and decision was postponed until the June meeting.

### **GREER GARDEN - Renee Usem and Bill McCabe**

Renee distributed a document (attachment B) containing updates on budget, construction schedule, landscaping and the dedication ceremony. She reported that additional donations had been received from The Peggy Kelly fund and EAC Potters. Northmarq Realty Services also contributed \$1,250. This brought total donations to \$27,295 resulting in a current surplus of \$1,210. That money will be used to build a bench around the tree on the patio and purchase flowers for the dedication. The construction schedule calls for everything to be in place before the dedication event. Landscaping is planned in two phases: Phase I - planting of day lilies is in progress. Phase II “enhancement of landscaping and added lighting will be deferred to 2011 with fundraising required. A discussion ensued as to the omission of a sprinkler system and the need for someone to maintain the landscaping. A sprinkler system was ruled out in the initial plan for financial reasons. Diana Hedges agreed to look into the question as to who might take on the responsibility for watering plants and maintaining the landscape. The dedication is scheduled for Monday, June 28, from 5 to 7 p.m. Board members are asked to attend. Invitations are being prepared and will be mailed to Board members, City Council members, top City staff and representatives of all companies that contributed funds or were involved in the construction of Greer Garden. Extra invitations are available if Board members wish to extend invitations to others. There will be a printed program for the Dedication reception that lists donors and others who contributed to this effort. Diana Hedges showed a plaque honoring Pat Greer that will be mounted near the door to the Greer Garden. John Keprios suggested the plaque be displayed on an easel at the Dedication event. It will be unveiled during the program.

**FILM FESTIVAL - John Swon**

Heather King reported that John Swon was absent due to illness. His report will be tabled until June.

**JURIED SHOW - Jini Washburn**

Jini reported that choices for judges had been narrowed down to two people. She and Co-Chair Lori Tolonen will contact them and report next month on their responses. They have received two bids for printing the JS program/brochure. One was very attractive compared to past pricing. She was also working on the letter to be sent to prospective sponsors and donors. Last year's JS chair, Michael Whitt, had recommended dropping the letter, citing poor response. The amount of work and cost that goes into the letter and mailing seemed to Michael to be disproportionate to dollars received. Jini would like to discuss this with the Board at the next meeting. Jini also received a suggestion from Nicole Mills-Novoa for a musician to play at the JS reception.

**DIRECTOR'S REPORT - Diana Hedges**

Diana reported that EAC will have a Children's Art Tent at Edina Art Fair June 4-6. Nicole Mills-Novoa and Lauren Fechner are coordinating that effort. The tent will be located on 50th street. The EAC potters' tent will be nearby. Also, Nicole will be taking her Children's Art Tent to Hopkins Raspberry Art Festival in July and Fall Into the Arts at Centennial Lakes Sept. 11 and 12.

July 3 (the fourth of July Parade) Celebrate Freedom! Join in the fun! Parade starts at 10am. We need you and your family to wear Art Center t-shirts (and/or simple costumes.) We have a sea motif this year with a giant clam that opens up using the theme "Celebrate Freedom---Come out of your shell and create!" We need lots of people all ages to WOW the audience and make people aware of the Edina Art Center! Sign up today by calling 952-903-5780 or email [ArtCenter@ci.edina.mn.us](mailto:ArtCenter@ci.edina.mn.us). Monica Sullivan and Nicole Mills-Novoa are the coordinators. We need more fishnets if you know of any. Our budget is \$0, so we're using 95% recycled materials.

**Gallery**

Openings for your calendar (5-8pm)

June 17-Student Exhibition

July 22-Marian Alstad and Friends

August 26-Ming Chiao (Chapter of the Sumi-e Society)

Sept. 30-Juried Show

Nov. 4-Gifts! Gifts! Gifts! opens with possible fundraiser.

Our Gallery Calendar for 2011 is 99% complete. Some exciting new shows include a Teen Self-Portrait Exhibit and possible collaborative exhibit with The Midwest Area Arts in Healthcare Network.

Special thanks to Heather King for greeting and Rick Fesler for attending the Garden Show opening. Although we did not have a huge crowd, due in part to tornado warnings, it was great fun for the children to experience the "Spring to Life" puppet show and free facepainting. Thanks again to the Peggy Kelly Family Fund for supporting these family events.

**ELECTION OF OFFICERS (Chair and Vice-Chair)**

Lacking a quorum, the Election of Officers was tabled until June meeting.

**NEW BUSINESS**

Jini Washburn asked about the tax deductibility of monies donated to the Edina Art Center. Heather King responded that donations to the Art Center are deductible as charitable donations and donors receive a letter from the Art Center to that effect.

**COMMUNITY COMMENT**

No members of the community were present.

**ADJOURNMENT**

The meeting was adjourned at 5:50 pm.

Next Board Meeting will be June 24, at 4:30pm.